

ART 152-03 Web Design Foundations

Fall 2022

Units: 3

Instructor: Tana Lehr

Pronouns: she, her

Email: tana.lehr@csueastbay.edu

PLEASE always give the course and section number - ART 152-03 - in the subject line of any email to me. If you omit this, expect a long response time.

Response times: M-F = 24 hours, weekend = 48 hours

Class Times: Wednesdays 8:15 to 10:45 am

Semester hour = 2.5 hours per week seat time

Plus twice that much independent work. For a 3-unit class this means that you should expect to put in about **7.5 hours per week of study and practice**, outside of our class meeting times.

Classroom: zoom video conference via link in Blackboard

Office Hours: Wednesdays 11am to 12 noon and by appointment

Join Zoom Meeting

<https://csueb.zoom.us/j/92121422165>

Meeting ID: 921 2142 2165

Complete details with meeting ID and dial in by phone under Office Hours in main course menu on Blackboard

Getting Started:

Login to Blackboard with your Net ID and password. Go to this course.

Click on the Syllabus: Start Here section in the main menu bar.

eLearning Technology Requirements:

See the content area on Blackboard

For weekly schedule and course assignments:

Course Website link URL: <http://ada.csueastbay.edu/~tlehr>

Students learn terminology and skills of graphic surface and interface design. Course covers graphics, code, layout, file- and version-management, wire-framing, prototyping, images, visual fundamentals and principles of interaction design to create web based interfaces and web sites.

Prerequisites: ART 100 and ART 102
Equivalent Quarter Course: ART 2830

[Student Online Learning Support and Services](#)

REQUIRED TEXTBOOKS

- *HTML & CSS Design and Build Websites* by Jon Duckett
- *Interdisciplinary Interaction Design, second edition* by James Pannafino
- *Don't Make Me Think, Revisited* by Steve Krug - Pub. 2014

LEARNING OUTCOMES:

BY THE END OF THE COURSE YOU SHOULD BE ABLE TO:

- 1) Define and name the visible and structural layout and organizational components as well as the underlying code of a website/web app
- 2) Explain the process of creating a website from idea to finished page and explain the relevance of insights such as Hicks and Fitts laws on this process
- 3) Create screen-based layouts and the required graphic assets in response to a creative brief and proposal
- 4) Present web-based solutions to an audience with conceptual and technical explanations and justifications
- 5) Create web sites and web app from idea to finished product including supporting deliverables such as style tiles, site maps and wireframes
- 6) Critique web-based projects based on best practices, conceptual, aesthetic and technical criteria

GENERAL COURSE TECHNOLOGY REQUIREMENTS

Before beginning an online course, it is recommended that students complete a [browser check](#). Make note of the browser version you are using. Firefox Browser (MAC please download Firefox [here](#)) is the most compatible with Blackboard, then Google Chrome and Safari (MAC). Blackboard elements may require you to enable popups in your Browser.

Students will need a stable internet connection and a laptop or desktop computer. There is a [Blackboard App](#) that can be downloaded. Instructional materials can be downloaded and accessed offline. The App can be used to review notifications, send messages, view content, participate in discussion boards and submit assignments. For exams and quizzes - it is highly recommended these be taken on a desktop or laptop.

*[Updated list of free wifi during COVID-19](#).

Students may need a webcam, microphone, and speakers. These resources are readily

available in electronics stores, via the internet, and free to use. Students must be able to use and create content in common applications like Microsoft Office or Google Docs. Students are able to download Microsoft Office for free by following the directions located [here](#).

More information can be found in the eLearning Technologies Info content area on Blackboard.

Computer Skills Required by Students

1. Using the learning management system Blackboard
2. Using email with attachments and clear subject lines that always include course and section number (ART152-03)
3. Creating and submitting files in commonly used word processing program formats
4. Downloading and installing software
5. Using Photoshop at a basic level
6. Using Zoom web conferencing from Blackboard
7. Using a web browser to do research and learning tutorials

COURSE DELIVERY

You will be asked to perform a variety of tasks both guided and independently. You will do outside reading and present your findings in class. You are expected to participate in all activities fully and independently. In this course, material is introduced through project-based assignments, lecture, discussion, research, experimentation, critiques and hands-on workshops. There are in-class assignments as well as homework assignments. Class discussions are based on work produced independently and in workshops therefore it is imperative to meet deadlines, and hand in assignments as they become due.

ASSIGNMENT GUIDELINES

IN THE COURSE YOU WILL BE EXPECTED TO PRESENT ASSIGNMENTS IN DIFFERENT FORMS:

- ❖ ***Preparatory and research studies*** in the form of writing and sketches that show planning ideas for creative work in response to the course requirements.
- ❖ ***Documentation of project research activities*** that cite sources used - both as written notes and as practical work. These notes and images should be kept in a **course binder** including the research for the entire semester.
- ❖ ***Technical and creative notebooks*** to document processes learned in class and to record information that supports your projects - particularly when learning computing/coding skills.
- ❖ ***Project reports***, typed and illustrated with appropriate images / diagrams relevant to the

assignment brief, which are manually created or scanned or electronically reproduced.

- ❖ **Practical class exercises** presented as individual or group work, which involve studies with various media, code or applied creative processes that relate to the course projects.
- ❖ **Independent homework studies** that are presented as a part of your assessed coursework and which form an important part of the course projects process.
- ❖ **Oral presentations** > individual and group activity - as formal assessed activity and as informal class practice.. The experience will add to your learning. Presentations are very important as a professional practice demonstrating the level of your understanding & your communication skills in the subject. The formal presentations also display the standard of your work relating to project content.

ASSESSMENTS / GRADES

ART 152 assessment	% of total grade
Quizzes	10%
Research Presentation	20%
Project 1	20%
Project 2	20%
Portfolio (Labs) & Participation	30%
Total	100%

GRADING & FEEDBACK RESPONSE TIME

Assignment grades will be available in “My Grades” in Blackboard within 10 days to 2 weeks from submission, when assignment has been submitted on time.

ATTENDANCE/PARTICIPATION

Your grade starts dropping after 2 absences.

3 lates = 1 absence

3 absences = 1 full letter grade drop (A to B / B to C)

4 absences = 2 full letter grades drop (A to C / B to D)

5 absences = 3 full letter grades drop (A to D / B to F)

COME TO CLASS. COME ON TIME.

REFERENCE GUIDELINES

- Reference materials are available to you in the Library and Art department.
- Take responsibility for your own learning by visiting websites about art & design,

famous artists and designers, and art terms such as:

- Stretcher.org, Rhizome.com, Smashing magazine, designishistory.com, A list apart, Codrops, commarts.com

REQUIRED MATERIALS

- Pens, markers, pencils, paper, notebook for sketching and note taking
- Access to a computer and the internet for homework and study (volunteer for extra lab access)
- Access to software for completion of work (volunteer for extra lab access)
- Flash memory drive minimum 2G

SOFTWARE AND RESOURCES YOU WILL USE:

- Adobe Creative Suite
- ATOM
- CyberDuck
- Lucid Chart
- JSBIN
- W3Schools.com
- Codecademy
- freecodecamp

ADVICE FOR SUCCESS

- To support your learning you should refer to local publications to find out about local artistic and photographic activities and exhibits happening each week in the Bay Area.
- Learn from your class notes by reviewing them after class. They should be kept safely in one course binder with your other related project reference materials. Process documentation is a valuable resource and should be used as reference material during a project and for presentations.
- Complete the weekly coding tutorial assignments that support and strengthen your learning through practice and variation of the building blocks of HTML and CSS
- Take notes during project development describing and documenting design and coding decisions, and goals, and challenges faced and solutions explored, both successful and unsuccessful. These will strongly support your project presentations.
- Use your textbook as a reference guide to assist you in the practice of the required skills as an independent activity & to check your knowledge.
- Refer to your project brief and course website, as their purpose is to guide you toward success in your work & high standards of learning and achievement.
- Follow this subject course guide and take advantage of the websites listed here that will aid your learning and encourage you to study independently.

GENERAL ASSESSMENT CRITERIA – *see project briefs for details*

- Research/analysis/preparation
- Following best practices in coding
- Creativity and innovation
- Skills/technical ability
- Media/means selected
- Fulfillment of requirements
- Presentation
- Evaluation and Critique

TECH SUPPORT EXTRA CREDIT DISCUSSION BOARDS

Throughout the semester students are able to earn extra credit by posting questions and answers about the material covered in class. It is important to note that both behaviors, asking and answering, will be counted towards the extra credit.

You must ask a question or answer a question posted by a peer. If you are answering a question, you must post a link in your response to a code snippet, article, or tutorial. If you don't know the answer to a question, you can always do some research.

Use the Student Open discussion on Blackboard to post questions, answers and discoveries related to coursework.

Ask course related questions in the Professor Q&A Discussion Forum. I will respond within 24 hours during the week, and 48 hours on the weekend.

You can also join and use the class **facebook group** as a discussion board. **Submit a request to join csuebwebmonkeys during the first week of class.**

DATA LOSS

You are responsible for your files. Always save 2 copies of your work at the end of each class and have it available to you during each class meeting. A flash drive is recommended because it is quick, reliable and in your control. A secondary backup on your Google Drive is also good. We will be building a group of related website files from day one. Always save your work at the end of each class and have it with you at the next class session.

ART Department Program Learning Outcomes (PLOs) Revised FALL 2018

Upon graduation our students will be able to:

- 1) Demonstrate proficiency in appropriate art-making skills and tools.
- 2) Imagine, ideate and create using an open, confident, and flexible method through creative processes and design thinking.
- 3) Critique and think critically about art works using appropriate concepts from art

history and theory, in the context of culture, contemporary art, and in public and global spheres.

- 4) Communicate clearly and persuasively through their work.
- 5) Integrate arts related skills in developing professional practices and planning for ethical, sustainable civic engagement.
- 6) Formulate a plan to develop and maintain a professional creative practice.

ART 152 will introduce PLOs 1, 2, 3 & 4

ACADEMIC HONESTY

By enrolling in this class the student agrees to uphold the standards of academic integrity described in the catalog at

<https://www.csueastbay.edu/aps/academic-policies/academic-dishonesty.html>

ACADEMIC ACCOMMODATIONS

If you have a documented disability and wish to discuss **academic accommodations**, or if you would need assistance in the event of an emergency evacuation, please contact me as soon as possible. Students with disabilities needing accommodation should speak with Accessibility Services. <https://www.csueastbay.edu/accessibility/>

EMERGENCY

Information on what to do in an **emergency situation** (earthquake, electrical outage, fire, extreme heat, severe storm, hazardous materials, terrorist attack) may be found at: http://www.aba.csueastbay.edu/EHS/emergency_mgnt.htm.

Please be familiar with these procedures. Information on this page is updated as required. Please review the information on a regular basis.

Important CSUEB Dates - FALL Semester 2022

First day of classes	Aug 17
Add/Drop Period without Instructor/Department Permission	Aug 17-23
Add/Drop Period with Instructor/Department Permission	Aug 24-30
Drop / Swap Deadline	Aug 30
Grade Type Change Deadline	Sept 7
Labor Day Holiday- Campus closed	Sept 5
Last Day to Withdraw from Classes	Nov 4
Thanksgiving Break	Nov 21-25
Last Day of Classes	Dec 4
Final Exams Week	Dec 5-10
Grades Due by Faculty	Dec 13
Official Grades on MyCSUEB	Dec 19

ART 152-03 Final Exam Wednesday Dec 7 8 to 10 am